



Putting Profit into the Beef Industry

James Lawrence Pavilion – Room 1
Friday, 8 May 2009 – 9.00 am to 12.00 am

Tweaking areas of your production system can impact on the overall productivity and profitability of your business. At this seminar you will hear presentations by beef producers and practitioners who will cover a broad range of areas, sharing their data and experiences as they discuss better managing their land, their weaners and breeders, and succession strategies.

Setting the scene and chairing the seminar will be **Terry McCosker**, Director of Resource Consulting Services (RCS). Having worked in research, extension and property management for the past 33 years. Terry has extensive knowledge in pasture management, rumination nutrition and business management.

Ian Braithwaite is a Veterinarian working with a range of beef enterprises across northern Australia. Ian's presentation "**Developing Production Systems in Northern Australia**" will discuss ways of increasing your profitability by changing the way you produce and market your cattle,

Dan Lynch has 31 years of running breeding and fattening enterprises in northern Australia. He currently manages over 8000 head and will share with you his "**Weaning Strategies**". *"Weaning strategies for drought, normal or above average rainfall years have several advantages because of its affect on stocking rates, cow body condition, re-conception rates, and sales options. Through a relatively simple and cost effective management strategy, we can significantly influence carrying capacity and production hence profitability."*

Glenn Williams has business interests based around sound beef production systems and managing pastures to get the best outcomes, both in beef production and environmental sustainability. He and his wife manage Granville Station which is north of Jericho and consistently run between 1800 to 2000 head of agistment and their own trade cattle.

Glenn's focus on rest and rotation and water spreading has seen a lift of 2% in protein levels in native and improved pasture in the last five years. Accurate record keeping and monthly NIRS dung sampling since 2001 has made cattle management more predictable. Balancing nutrient requirements, carry capacity and ground cover have seen Granville's ecological state improve from a marginal battlers block, into a robust, low cost and efficient property.

Glenn's presentation, "**Grazing pasture management...mixing technology with on-ground experience**", will discuss the infrastructure developments at Granville and cost benefit analysis. He will also look at pasture quality, the use of satellite imagery over time to see improvements on-ground, and water quality improvements.

Rick and Alice Greenup will take you on their journey of family succession and business growth. Rick & Alice bought their first 45 head of Santa Gertrudis cattle in 1999. A year later they purchased another 750 head of Santa cows on vendor finance, along with their neighbouring property of 16,000 acres. As a result of Rick's family succession in 2002, their debt and cattle enterprise grew, adding a further 400 head and 10,000 acres to their business. Greenup Santa Gertrudis was launched.

Fast forward to 2008 and they are living their dream, having formed Greenup Eidsvold Station Santas, which runs in excess of 5,000 head, selling 400 bulls a year across Australia. They have 3,500 breeders, of which 2500 are registered stud cows. They have built their business using strategies such as leasing cows, vendor finance and a staged equity purchase of the Eidsvold Station herd. They own 26,000 acres near Kingaroy and currently lease 36,000 acres at Eidsvold.